Finding places to guest post

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Researching sites for guest posting

- Start with the blogs and people you already know
- Figure out if you could write something that can fit in with their other posts
- The easiest way to get your post accepted somewhere is through personal connections
- Most blogs will ask for previous examples of your work before accepting you
- Search for your topic on Google and add “guest post”, “write for us”, or “writers needed”.
- Search for guest bloggers and see where they posted - [your topic] + “my guest post” (in quotes)
- **Evaluate the blogs to see if they fit your needs:**
  - the content is focused on your industry
  - the audience is interested in your industry
  - the posts have good engagement from readers
  - the blog owner is active on social media (so they will share your post)
- Check if the blog/website has a section where you can sign up for a guest post or just fill out their contact form

- Some websites have certain requirements for guest posts
- If you're targeting big publications, you'll find tips online on how to write in order to get accepted by each one
- There are some pre-made lists out there of blogs that accept guest posts
- You have to start small and then ladder up